

Temporary Formula Alternatives allowed through May 31, 2022

*Please select Similac products when available.

If you are issued:

Select from the following formulas if unavailable:

AND Number of container(s) removed from card:



12.4 oz
Enfamil
Gentlease
Powder

1 can = 1
container
removed



12 oz
Parent's
Choice
Gentle
Powder

1 can = 1
container
removed



29.8 oz
Similac
Pro-Total
Comfort
Powder

1 can = 2
containers
removed



32 oz
Gerber
Good Start
GentlePro
Powder

1 can = 2
containers
removed



27.4 oz
Enfamil
Neuropro
Gentlease
Powder

1 can = 2
containers
removed



33.2 oz
Tippy Toes
Gentle
Powder

1 tub = 2
containers
removed

★ *New Options* ★
April 15, 2022



34 oz
Parent's
Choice
Gentle
Powder

1 can = 2
containers
removed



29.8 oz
Parent's
Choice
Complete
Comfort
Powder

1 can = 2
containers
removed



27.7 oz
Enfamil
Gentlease
Powder

1 can = 2
containers
removed



21.5 oz
Tippy
Toes
Gentle
Powder

1 tub = 1.5
containers
removed



19.5 oz
Enfamil
Neuropro
Gentlease
Powder

1 tub = 1.5
containers
removed



19.9 oz
Enfamil
Gentlease
Powder

1 can = 1.5
containers
removed



19.5 oz
Enfamil
Enspire
Gentlease
Powder

1 tub = 1.5
containers
removed



20 oz
Gerber
Good
Start
GentlePro
Powder

1 can = 1.5
containers
removed



21.5 oz
Parent's
Choice
Gentle
Powder

1 tub = 1.5
containers
removed



22.5 oz
Parent's
Choice
Complete
Comfort
Powder

















1 can = 1.5
containers
removed



12.6 oz Similac
Total Comfort
Powder*

Temporary Formula Alternatives allowed through May 31, 2022

*Please select Similac products when available.

If you are issued:	Select from the following formulas if unavailable:	AND	Number of container(s) removed from card:
 <p>12.4 oz Similac Advance powder*</p>	 <p>12.5 oz Enfamil Infant Powder 1 can = 1 container removed</p>  <p>12.4 oz Enfamil Reguline Powder 1 can = 1 container removed</p>  <p>12.5 oz Parent's Choice Infant Powder 1 can = 1 container removed</p>  <p>12.4 oz Parent's Choice Advantage Powder 1 can = 1 container removed</p>  <p>12.7 oz Gerber Good Start Gentle Powder 1 can = 1 container removed</p>	 <p>12.7 oz Nestle NAN 1 Pro Infant Powder 1 can = 1 container removed</p>  <p>30.8 oz Similac Advance Powder 1 can = 2 containers removed</p>  <p>30.8 oz Similac Pro-Advance Powder 1 can = 2 containers removed</p>  <p>30.8 oz Similac 360 Total Care Powder 1 can = 2 containers removed</p>	
 <p>12.4 oz Similac Soy Isomil Powder*</p>	 <p>12.9 oz Enfamil ProSobee Powder 1 can = 1 container removed</p>		
 <p>32 oz Similac Advance Ready To Feed*</p>	 <p>32 oz Enfamil Infant Ready To Use 1 bottle = 1 container removed</p>		
 <p>13 oz Similac Advance Concentrate*</p>	 <p>13 oz Enfamil Infant Concentrate 1 can = 1 container removed</p>		

Important Notes:

- ✓ WIC Shopping Lists and My Benefits on the WICShopper app will still show your formula benefit as the Similac product you are issued.
- ✓ If you click on the formula benefit in the WICShopper app you will see the alternative options to purchase with your eWIC card.
- ✓ The balance receipt you receive at the register will show the Similac product you are issued.
- ✓ The purchase receipt showing your redeemed benefits will list the brand of formula actually purchased.
- ✓ The formula alternatives will be allowed through May 2022.
- ✓ Watch for updates at wic.mo.gov, in WICShopper, and on Facebook @MissouriWIC

Temporary Formula Alternatives allowed through May 31, 2022

*Please select Similac products when available.

If you are
issued:

Select from the following
formulas if unavailable:

AND Number of container(s)
removed from card:



12.5 oz Similac
Sensitive
Powder*



12 oz
Parent's
Choice
Sensitivity
Powder

1 can = 1
container
removed



29.8 oz
Similac
Sensitive
Powder

1 can = 2
containers
removed



30.2 oz
Similac
360 Total
Care
Sensitive
Powder

1 can = 2
containers
removed



12.4 oz
Gerber
Good Start
SoothePro
Powder

1 can = 1
container
removed



29.8 oz
Similac
Pro-
Sensitive
Powder

1 can = 2
containers
removed

★ *New Options* ★
April 15, 2022



29.4 oz
Enfamil
Neuropro
Sensitive
Powder

1 box = 2
containers
removed



33.2 oz
Comforts
Sensitivity
Powder

1 tub = 2
containers
removed



33.2 oz
Tippy
Toes
Sensitivity
Powder

1 tub = 2
containers
removed



34 oz
Parent's
Choice
Sensitivity
Powder

1 can = 2
containers
removed



19.4 oz
Gerber
Good Start
SoothePro
Powder

1 can = 1.5
containers
removed



22.5 oz
Parent's
Choice
Sensitivity
Powder

1 tub = 1.5
containers
removed



19.5 oz
Enfamil
NeuroPro
Sensitive
Powder

1 tub = 1.5
containers
removed



22.5 oz
Comforts
Sensitivity
Powder

1 tub = 1.5
containers
removed



22.5 oz
Tippy Toes
Sensitivity
Powder

1 tub = 1.5
containers
removed

Temporary Formula Alternatives allowed through May 31, 2022

*Please select Similac products when available.

If you are issued:	Select from the following formulas if unavailable:	AND	Number of container(s) removed from card:	
 <p>12.5 oz Similac for Spit Up Powder*</p>	 <p>12.9 oz Enfamil A.R. Powder</p>	1 can = 1 container removed	 <p>32.2 oz Parent's Choice Added Rice Powder</p>	1 tub = 2 containers removed
	 <p>27.4 oz Enfamil A.R. Powder</p>	1 can = 2 containers removed		
<div>★ <i>New Options</i> ★</div> <div>★ <i>April 15, 2022</i> ★</div>				
	 <p>19.5 oz Enfamil A.R. Powder</p>	1 tub = 1.5 containers removed	 <p>21.5 oz Tippy Toes for Spit-Up Powder</p>	1 tub = 1.5 containers removed

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